

Here is your February 3 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Brian Jud, John Kremer, Guy Achtzehn, Rick Frishman, Roger C. Parker and many others.

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All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

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## Book Marketing Matters

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

Volume 20, Issue 3 Number 450 February 3, 2020

Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.

We sell your books. We pay shipping.  
All non-returnable.

[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

Top inquiries from the salespeople  
for the week ending 1/31/20

<u>Title</u>	<u>Quantity</u>
<i>The Love Boats</i>	5300
<i>How to Give a Speech</i>	880
<i>Career Reboot</i>	6100
<i>Aging Parents</i>	500

## News From APSS (The Association of Publishers for Special Sales)



Association of Publishers  
for Special Sales

### Display your books at the London Book Fair – and others!

The London Book Fair New Title Showcase is the hub for international rights business during a key buying time for the industry. It gives agents, scouts and publishers the perfect opportunity to see your book on display. APSS has an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books there.

- Attendees can order your books on the spot.
- All books are displayed face out, visible to all attendees
- You can also provide your own order forms/ promotional materials
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

Display your book at the London Book Fair New Title Showcase -- save with the APSS discount. **The deadline for London Book Fair New Title Showcase is February 11, 2020.**

**Here are deadlines for other shows this year. Plan ahead!**

**Public Library Association -TODAY, February 03**

Bologna Children's Book Fair -February 20  
BookExpo New Title Showcase -May 06  
American Library Association Annual Conference -June 05  
Beijing International Book Fair -July 10  
Frankfurt International Book Fair -September 11  
Sharjah International Book Fair -September 21  
National Council Teachers of English -October 23  
Guadalajara International Book Fair -November 02

Register now for both exhibits (and many other shows) at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

## Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))



You've heard, "Ask and you shall receive." But you have to ask the right question to receive what you want. Bill Gates didn't ask, "How do I build the best software in the world?" He asked, "How can I create the intelligence that will control all computers?" Don't ask, "How can I sell my book?" Ask, "What problems can I help this prospective buyer solve with my content?"

Contact Guy Achtzehn at The Promotional Bookstore, [guy@msgpromo.com](mailto:guy@msgpromo.com) or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

## Kremer's Korner

(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

Writing your book does not get your message to people. Writing creates the message. You still have to make it known to prospective readers who are interested in it

## Marketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; [www.bookarketing.com](http://www.bookarketing.com))



Planning is analogous to what pilots do before departure. They create a flight plan outlining how they will fly from one point to the other. Once they take off, unanticipated events may occur that require adjustments to their initial plan. They listen to feedback from air-traffic controllers. Turbulence may force them to change altitude, or they may have to change course to avoid thunderstorms. Pilots adjust their plan as necessary to complete their journey most expeditiously. Your marketing plan should be similar to a flight plan. It is a description of your destination and a set of instructions of how to get there. At the same time, it describes what to do when circumstances change.

## How to Reach Your Sales Goal This Year

By Brian Jud



If your 2020 New Year's resolution was to "lose weight," you already reached it if you lost even one pound. If your goal is to sell more books than last year, one more book sold will accomplish that. In both cases, your intention was probably to do more. These resolutions demonstrate the importance of writing specific, measurable goals, and then having a plan in place to reach them. How much weight do you intend to lose? How many books do you intend to sell this year? How will you do it? Be precise, and you are likely to do what you really want to achieve.

Once you have set your goal for how many books to sell this year, act on these recommendations to make you more likely to reach them:

- 1) Know and define your target readers using the Five Ws technique: **Who** are they? **What** benefits do they seek, and in what form do they want your content delivered? **Where** do they shop? **When** do they buy? **Why** do they need your content?
- 2) Companies in search of new reserves of oil and natural gas conduct years of research to find potential deposits. They only drill where those resources are most likely to be found. Follow their example by looking for your potential buyers where they are most likely to be found. For example, if you have a children's book try selling it to non-bookstore segments such as daycare centers, children's libraries, children's museums, home-schooling groups, PTAs, Collective Goods, government agencies, military schools, mom's organizations, work-at-home moms, toy stores, airport stores, supermarkets, discount stores, etc. Make your book available where your target readers shop.
- 3) You are not selling books but selling how your content meets readers' needs better than other options. Have good content that is based on what your readers want to buy.
- 4) How is your content different from or better than what exists? Go to a bookstore or search Amazon.com for competitive titles. To have a chance of success, a new product (including a book) should have at least three recognizable advantages over its competition. And every book has competition, regardless of its content. In retail sales you have competition for shelf space, media placement, airtime, readers' wallets, reviewers' time, etc. In non-retail sales you are competing against budget money, coffee mugs and other sales-promotional products. Know the value of your competition to your prospective buyers, and how your content compares.
- 5) Have a quality product, which includes professionally edited text and marketable cover design (front, rear and spine) and page layout.
- 6) Have reasonable expectations. Recognize that the world does not care that you wrote and published a book – you must make them care, and that could take years of consistent promotion.
- 7) Work with distribution partners to get your book into retail stores (bookstores and non-bookstore retailers). Recognize that retailers do not sell books – they display products that are profitable to them (if your book does not sell, it is returned). You must have a "knock-off factor," a reason why they should place your book on the shelf instead of one that is there now.
- 8) Implement an assorted promotion mix using publicity (press releases, media appearances, social media), advertising (paid and bartered in niche media), sales promotion (coffee mugs with your book's cover on them, pens, pads, business cards, etc.) and personal selling (personal presentations, in-store events, trade-show displays, etc.): online and offline.
- 9) Run the numbers, considering the variety, volume and velocity of revenue. Create forecasts and goals for the remainder of the year, with quarterly reviews to assess progress. What will it take to be profitable and are you willing to do what it takes to make it happen? You are no longer an author, but an entrepreneur running a business.

- 10) Consider selling through and to non-bookstore buyers. These could be retailers (airport stores, supermarkets, discount stores) and non-retail buyers (corporations, associations, schools, military, libraries).

You may think it is too late since your book is already published and you cannot change the content, design, form or distribution. In that case, you have a big decision to make. Will you continue selling what your readers do not need, in a form they do not want and in a place where they do not shop? If so, you are less likely to reach your goals. Or, will you revise and republish your content, deliver it in the form in which buyers want and have it available in the places they shop? Hopefully, you have the right product currently available where your buyers shop, priced competitively and supported with “perpetual promotion.” In whatever situation you find yourself, decide on how to proceed, and then do it.

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Brian Jud is the author of *How to Make Real Money Selling Books*, the Executive Director of the Association of Publishers for Special Sales (APSS – [www.bookapss.org](http://www.bookapss.org)), and the administrator of Book Selling University ([www.booksellinguniversity.com](http://www.booksellinguniversity.com)) Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

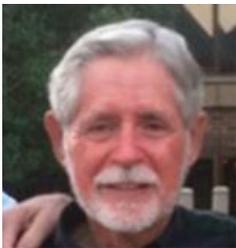
## APSS Bi-Weekly Top Seven List

### Seven easy steps to improve your attitude

1. Stand up
2. Stretch
3. Take a walk
4. Keep walking
5. Board a plane
6. Fly to Hawaii
7. Never return 😊

### Leadership and Growth Concepts – Tom Hill

(Founder and CEO of the Eagle Goal Coach, an organization devoted solely to assisting others find and follow their life's passion. Tom can be reached via e-mail at [tom@tomhillwebsite.com](mailto:tom@tomhillwebsite.com))



The longer I live, the more I notice how valuable it is to do one simple thing: be kind.

- When someone does a good job, tell them.
- When someone makes a mistake, forgive them.
- When someone tells you their problems, listen.

Being kind barely costs a thing. You'll hardly remember you did it, but the other person may never forget that you did.

### By Brian Feinblum

Chief Marketing Officer, SVP at Media Connect, a div. of Finn Partners

<https://bookmarketingbuzzblog.blogspot.com/2019/>



## How Authors Can Be Provocative To The Media

Anybody can write a book or blog post, but only a few will get the lion's share of media attention. Why? Is it because they wrote a great book? Not necessarily. Who says a book is great? How can the media see a book is great until someone convinces them to read it?

No, media coverage is not often doled out in proportion to how great a book is, whatever the standard that's used to define greatness.

Is it because an author is already famous? Certainly fame begets fame. The media is more open to listening to a known entity than an unknown one but the media also wants fresh voices and is certainly looking for new, unique, and interesting faces.

Is it because the book actually reveals secrets, breaks news, or says something about news makers?

Some books definitely get covered by the media if they are books that already feed information to pre-existing funnels of interest. If the media is already covering Trump, the Olympics, or global climate change, your book, if it adds to or even changes the discussion, will get a serious look.

Is it because a book is popular or a best seller? Absolutely. The media follows what people like and feeds it back to us. But there are only so many best-sellers out there.

Is it because the book is controversial or warns us of something, predicts a huge event, sites a major trend, or profiles an up-and-coming star? Perhaps. But what really gets media coverage is a provocative spokesperson and that could be you. Are you:

1. Crazy?
2. Outrageous?
3. Accusatory?
4. Funny and entertaining?
5. Insightful?
6. Confrontational?
7. Inspirational?
8. Abusive and nasty?
9. Extremely funny?

To be provocative you need to say and do things that challenge the norm, upset people, and turn things upside down. You need to give off a certain aggressive, energized vibe. So what goes into a provocative message?

- Your specific word selection.
- The tone and sound of your words.
- Strong images to support your statements.
- Lots of energy, enthusiasm, and emotion expressed.
- Challenge things/make demands.
- Be accusatory, demanding or revealing.
- Sell hope against the odds.
- Sound borderline drunk, nuts, or even hostile.
- Be dramatic and sensational.
- Tell jokes that are sure to offend.

To be provocative you have to imagine that you are the hero to a traumatic moment or you are the victim of an elaborate scheme. You live in the extremes – nothing is mediocre, normal, or grey- it's all clearly black or white.

You are divisive, confident, and strong. You agitate and make others feel uncertain of what you will say or do next. You operate without anything tying your hands or holding you back, yet what appears to be spontaneous is scripted. You are in control – but you seek to stir chaos around you.

Can you be provocative? Yes, you can stimulate, excite, or provoke a debate. You can ignite a powerful dialogue that is worthy of media attention. Push, prod, and get loud. Give it a try.

## Marketing Strategy

(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*)

Think minimum instead of maximum. Do not look at special sales as a big project requiring you to change your business model overnight. Instead, what is the minimum you can do to get started? Just commit to spending 15 minutes a day for the next week thinking about how a corporation could use your content to help them. How about an association? Could a school use your material? Then next week spend 20 minutes a day searching for potential companies, associations and contacts in the home-school market. As you begin to experience success your enthusiasm will overtake you and you will launch yourself into a new way of doing business – without giving up the old.

## Spotlight on a Course in Book Selling University



Book Selling University has courses to help you produce better books and sell more of them. Today's featured course is BSU 150: Copyrights, and Avoiding Scams and Lawsuits, By Helen Sedwick. See it and more at <https://bit.ly/2IAQn55>  
View each course up to 5 times

**Answers to Your Questions About Non-Bookstore Marketing**  
(If you have a question about selling books to non-bookstore buyer, send it to [BrianJud@Bookmarketing.com](mailto:BrianJud@Bookmarketing.com) and he will answer it here)

**“Other than your book, *How to Make Real Monday Selling Books*, where can I go to learn more about how to sell to non-bookstore retailers?” Joan Parker**

To learn more about selling to the retail sector contact the major associations listed below. For a more complete list of state and local retail associations go to [http://www.boogar.com/resources/associations/retail\\_trade.htm](http://www.boogar.com/resources/associations/retail_trade.htm).

- **The National Retail Federation** is the world's largest retail trade association, with membership that comprises all retail formats and channels of distribution including department, specialty, discount, catalog, Internet, independent stores, chain restaurants, drug stores and grocery stores as well as the industry's key trading partners of retail goods and services. NRF represents an industry with more than 1.6 million U.S. retail companies. As the industry umbrella group, NRF also represents over 100 state, national and international retail associations. NRF, 325 7th Street, NW, Suite 1100, Washington, DC 20004, phone: 202-783-7971 or 800-673-4692, fax: 202-737-2849; web: [www.nrf.com](http://www.nrf.com)

- **The Retail Merchants Association**, 5101 Monument Avenue, Richmond, Virginia 23230, Phone: 804-662-5500, Toll-free: 866-750-2532, Fax: 804-662-5507, [info@retailmerchants.com](mailto:info@retailmerchants.com), <http://retailmerchants.com/>
- **National Retail Hardware Association**, 5822 West 74th Street, Indianapolis, IN 46278-1787, Phone: (317) 290-0338, (800) 772-4424, FAX: (317) 328-4354; <http://www.nrha.org/>

Excerpt from *Write Your Book in A Flash*  
*The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!*  
 By Dan Janal



**Here are some reasons to outline your book before you start writing:**

**Save Time**

Time is the most important asset you have. You can always buy another book, but you can't buy another minute. When you have an outline, you will never wonder what to write. You will write faster. You won't have writer's block. You'll have time to take your kids to the park.

**Save Money**

When you have an outline, you will save money because you aren't wasting other people's time. Lots of people—editors, publishers, publicists, advertising agencies—have planned their schedules around your delivery date. If you fail to deliver the book on that date, you could spend a lot of money in surcharges. Or your book might move to the back of one vendor's to-do list, which could delay book production.

**Write Faster**

Let's say you can write 1,000 words a day without an outline, but with an outline you can write 2,000 words a day. Simple math shows you can finish your book in half the time! If you take that concept one step further, instead of needing 60 days to write a 60,000-word book, you'd need only 30 days or even 20 days! Think of all the things you could do—personally and professionally—with those extra days.

**Get Focused**

Is any problem worse than writer's block? Okay, heart attacks, strokes, and all sorts of illnesses, but you know what I mean. When you stare at a blank computer screen and have nothing to write about, that's terrifying. It's also demoralizing, frustrating, and time wasting.

However, those problems can be overcome with—you guessed it—an outline. An outline keeps you focused. When you start a writing session, you can instantly see what you need to write. The other great thing about that outline in terms of keeping you focused is you can choose what to write. When you have an outline, you are focused on what you need to write.

**You Get a Feeling of Accomplishment**

As you write, you can cross off items on your master to-do list. You'll get a sense of accomplishment. You'll know the end is in sight.

## **Get Organized So You Won't Omit Anything Important**

Wouldn't it be a shame to pick up your freshly printed book, turn to your great essay on your favorite topic, and realize you forgot to include it? That could happen if you don't have an outline. After all, your book will contain hundreds if not thousands of facts, figures, ideas, stories, and anecdotes. It is all too easy to forget something if you don't stay organized.

Most likely, you'll write in the early morning before your kids are up—or late at night after everyone's asleep. These might be the two worst times to write because you are not at your best. You could forget to include a funny story or a dire warning or a persuasive fact. Or you might forget to include a —thank-you! to people who helped babysit your kids while you were writing. Wouldn't you hate to have that happen?

## **Brainstorm**

An outline helps you brainstorm because one good idea always leads to another! However, you might not get to that great idea without writing a few other ideas first. Writing and outlining gets your brain flowing. It's like running. You don't start at a fast pace. You walk, then walk faster, then jog, then run. The same is true with writing and creativity. You must warm up first and put ideas on paper. Then you'll develop more ideas and better ideas.

## **Get Feedback**

This might be one of the most important reasons to have an outline. It is easier for your peers, agent, and mastermind partners to review a three-page outline than a 300-page book. First, the outline is a quick read. Second, no one except your mother wants to read a rough draft of a 300-page book (Truth alert: Your mother doesn't want to read a lot of pages. She wants to see her name in the dedication and show the cover to her canasta friends.)

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Dan Janal, author of *Write Your Book in a Flash* helps leaders write better books as a book coach, developmental editor and ghostwriter. Get a free chapter from his book at [www.WriteYourBookInAFlash.com](http://www.WriteYourBookInAFlash.com) and contact Dan at [dan@prleads.com](mailto:dan@prleads.com) or go to <http://geni.us/writeyourbook>

## **You're On The Air**

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

*Speak English and not jargon; one of the problems many people have is they're so into the details of the subject at hand they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.*

## **Why Authors Who Want a Publisher Must Treat All Publishing Companies with Caution!**

**Joan Holman- Online Marketing Guru & Book Marketing Diva – [www.holman.com](http://www.holman.com)**

While attending a party, I was introduced by a friend to a woman named Susan (not her real name). She told Susan that I was the “Book Marketing Diva” and an expert publishing consultant and that I might be a good resource for her. This included helping her avoid mistakes, pitfalls and dangers in the publishing industry.

**You have written a book**—Susan was a leading business consultant. Her clients included large companies throughout the country. She had recently self-published a nonfiction business book and had sold 3,000+ books through her own marketing efforts in less than a year.

**You want a publisher**—Susan wanted to get a publisher. She believed her book could be a bestseller if she had a publisher who would do the marketing and promotion for her book. I did not want to pour cold water on Susan’s dream, but my many years of experience in the industry included having many traditionally published authors come to me after having a major disappointment with the lack of success of their own books, which they attributed to the lack of marketing and promotion by their publisher. This included some of the biggest publishing companies in the world. And authors with top credentials and impressive books.

**Beware the publishing contract**—The publisher sent Susan a publishing contract. And she asked if I would review the contract and give her my opinion. I told her I could take an initial look at the contract, but that she would need to hire a literary attorney to review and negotiate the contract.

Literary law is a very specialized area of law and any contract must be carefully examined by someone with up-to-date expertise in publishing. I told her that I also had personal experience with this publisher, top contacts with them as well, and some inside information that might be helpful.

**Traditional publishing using a literary agent**—As I told Susan, it is usual for an author to first get a literary agent. The literary agent would secure a publisher and then negotiate the contract, and could have greater leverage to negotiate a deal than a single unknown author.

**Your book is an asset**— If you are an author, your book is valuable intellectual property and it is very important to be careful with your assets and publication rights. Don’t part with either too easily. This definitely applies to self-publishing as well. If you sign with a publisher, you may unknowingly sign away rights and lose control of your book.

I had one author client who wanted to re-publish her bestselling children’s book published by a big-name publisher. She could not do it because she had sold them the rights. Years had passed and they were no longer interested in her book. They did not to reprint it. But she wanted to re-print it. But could not do so. She had to spend a great deal of money on legal fees and a great deal of her time fighting to get those rights back.

**Beware of traditional as well as vanity publishers and self-publishing companies**—Companies go out of business. Companies go through mergers. I have a new author client who published with an indie publishing company that was acquired by another company.

**Lost in space: no one will now return your phone calls or emails**—Now, she cannot get anyone to return a phone call or e-mail. All the previous employees are gone. And I have another author client who published with a “vanity” press or so-called “self-publishing company” (and this is a pretty well-known company in the world of publishing), and their customer service is so bad that it was almost impossible to get any follow-up or help whatsoever. I had to actually take over and troubleshoot the process in order to cancel my client’s contract. And they company would not return the book files, so these had to be re-created, which involved time and expense.

**Use caution with publishing your book with any publisher**– I don't want to discourage any author's dreams for their book. However, I advise caution about even going with a publisher, any publisher. You really do not need a publisher today. There is a new paradigm in publishing, and it is SELF PUBLISHING.

In my own experience, I have had many authors come to me who were traditionally published, even by big name publishers. They thought these publishers would market their books for them, only to be bitterly disappointed. They found out, after signing away their book rights, that the publisher did little to nothing to promote their books.

**Self-publishing may offer a better financial reward than using a publisher**– In fact, very few books are actually profitable, whether published by a traditional publisher, or self-published. However, there can be other reasons to publish a book than just pure profit, including creative self-expression, building professional credibility, building a business, creating a brand name, using a book as your “business card,” and providing valuable information. But the truth is, since publishers pretty much expect an author to do their own marketing, an author has a much better chance at making money if they self-publish than if they go with a publisher.

**If traditional publishers expect you to market your own book, why do you want or need a publisher?** It has become very easy now to self-publish your own book and get worldwide distribution. You do not need a publisher to do this for you. You can use such services as Kindle Direct Publishing (Amazon's ebook service.)

**Developing your author platform**–It does take an investment of an author's time (and usually some money) to actually promote a book. Today, publishers expect you to market your own book, and they are looking for authors who have a “platform”, i.e., a built-in ready-made audience that will want to purchase the author's books. Your platform can be a million followers on Twitter. Or a large email list. Or followers of your blog. Or readers of your articles in magazines, newspapers. Or viewers of your television show. Or those who come to hear you speak as a professional speaker.

**Pricing your book properly**–But if the author prices the book correctly, he or she can get a much bigger profit per book. For example, one of my clients who was traditionally published and made perhaps about \$1.00 per print book royalty is now making between \$4.00 – \$6.00 per print book royalty. So if he had stayed with a publisher, he would have had to sell four to six times the number of books to make the same amount of money. So if he sold 1,000 books on his own, he would have had to sell 4,000 – 6,000 books through a publisher. And he still would have to do all the marketing himself.

**Final words of advice**–Please do your homework before going with any company for publishing, whether it is a publisher or author-services company that allows you to self-publish and have complete ownership and control (such as Create Space).



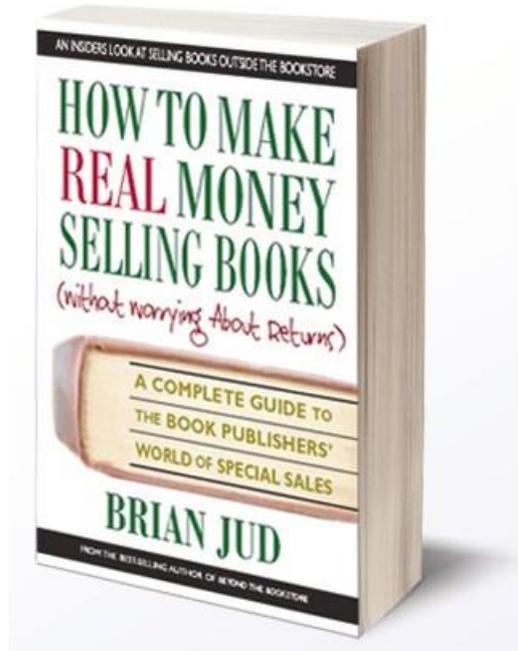
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Beat your competition  
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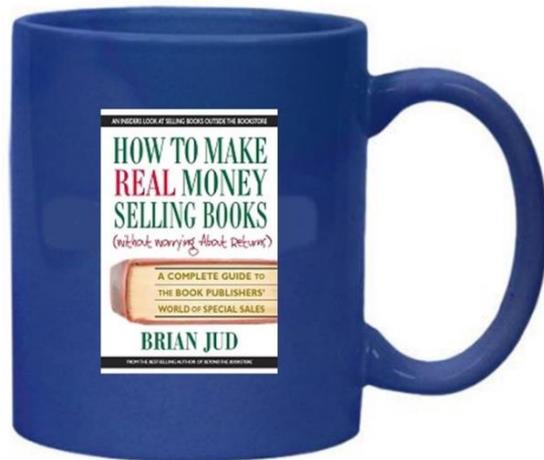


## Increase Your Profits with Sales Promotional Items

Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at [www.bookapss.org/PromoItems.pdf](http://www.bookapss.org/PromoItems.pdf) Find out how you can use promotional items to:

- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

Contact Guy Achtzehn at The Promotional Bookstore, [guy@msgpromo.com](mailto:guy@msgpromo.com) or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



**Check out the [Writers and Publishers Bookstore](http://www.writersandpublishersbookstore.com) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)**

### Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://www.bookmarketing.com)

Brian Jud is the Executive Director of The Association of Publishers for Special Sales (APSS). Join this association for many discounts from major suppliers and many educational programs that can help you sell more books more profitably. Discover more at [www.bookapss.org](http://www.bookapss.org)

He also offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

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